

Rep Order#	7902797	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

1 of 3

Printed: 09/11/2012 3:39 PM
Last Received: 09/11/2012 3:24 PM
Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3158
Buyer KRISTY KOVATCH
Phone#
Fax#

Agency () NATIONAL MEDIA
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 135/426/3158
Flight Dates 10/05/2012 - 10/1
Hiatus Weeks

Rep Firm) WASHINGTON
Sales Office () JAMIE ANDRUS
Salesperson ()
Salesperson Phone# 202-872-1155
Salesperson FAX#

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	TODAY SHW2	9A-10A	:30	10/05-10/05	1	\$240.00	1
Rating: 1.4								
2	M-TH	TODAY SHW2	9A-10A	:30	10/08-10/11	4	\$240.00	4
Rating: 1.4								
Buyline Comment: 1/DAY								
6	F	KSL 5 NWS-NOON<	12P-1P	:30	10/05-10/05	1	\$225.00	1
Rating: 1.8								
7	M-TH	KSL 5 NWS-NOON<	12P-1P	:30	10/08-10/11	4	\$225.00	4
Rating: 1.8								
Buyline Comment: 1/DAY								
11	F	KATIE COURIC	4P-5P	:30	10/05-10/05	1	\$300.00	1
Rating: 1.1								
12	M-TH	KATIE COURIC	4P-5P	:30	10/08-10/11	4	\$300.00	4
Rating: 1.1								
Buyline Comment: 1/DAU								
16	F	KSL 5 NW TDY 1	5A-6A	:30	10/05-10/05	1	\$75.00	1
Rating: 0.7								
17	M-TH	KSL 5 NW TDY 1	5A-6A	:30	10/08-10/11	4	\$75.00	4
Rating: 0.7								
Buyline Comment: 1/DAY								

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 3158
Buyer KRISTY KOVATCH
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3158
Flight Dates 10/05/2012 - 10/11/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
40	SA	KSL 5 NWS-10	10P-1035P	:30	10/06-10/06	1	\$1,800.00	1
Rating:	5.0							
41	F	FRIDAY GAMEDAY LIVE	630P-7P	:30	10/05-10/05	1	\$400.00	1
Rating:	1.7							
42	F	DATELINE FR-NBC	9P-10P	:30	10/05-10/05	1	\$1,400.00	1
Rating:	4.6							
43	SU	FTBL NITE AMR	5P-615P	:30	10/07-10/07	1	\$800.00	1
Rating:	2.1							
44	SU	SNF	615P-930P	:30	10/07-10/07	1	\$4,500.00	1
Rating:	6.5							

---REPORT TOTALS---

Report Totals: 44 / \$26,635.00

---SALES MONTHLY TOTALS---

Oct 12: 44 / \$26,635.00
Sales Totals: 44 / \$26,635.00
Station Totals: 44 / \$26,635.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$133,175
CABL 0% KJZZ 0% KSL 20% KSTU 0% KTVX 0%
KUCW 0% KUTV 0% NSL 0% UNKN 80%

Books null
Demos RA35+